

Abstract: What is it about certain places that make them appealing? How did they get to be that way, who are the stakeholders and who has the power to alter that image? While each question is important individually, combined the answer can be found in one concept—place branding. This paper will cover an in depth history of place branding, and examine three cities that have had successful place branding efforts: Des Moines, Iowa; New Orleans, Louisiana; and Las Vegas, Nevada. Finally, this paper will argue that cities should approach forming their place brand by using an expanded version of the Brand Box Model based on how corporations identify consumer wants and needs. Cities also need to provide the target audience with increased access to information through the Internet. This will increase the speed, efficiency and accuracy of the place branding process.